

SOUVENIR PROGRAM



Here you will find an hour-by-hour program of events, the story of our historic Pageant, and the Pageant Cast; tour suggestions, things to see, things to do, and other helpful facts.

We hope that you will save this SOUVENIR program as a reminder of a happy week-end in "the Valley of the Moon."

PRICE
25c
per copy

16th Annual

VINTAGE FESTIVAL

September 29-30, 1962

Sonoma, California

Be Our Guest - - -

A particular welcome awaits Vintage Festival visitors at California's oldest winery, the famed Cellars of Count Agoston Haraszthy. These beautiful stone cellars built into the hillside in 1857 are State Historical Landmark No. 392.

Drive through a section of the historic Buena Vista Vineyards to the hospitality that awaits you at the Haraszthy Cellars. These are the foundation vineyards of the entire modern California wine industry and were first planted in 1832.

Be our guest in the cool tunnel Tasting Room, then listen to quiet music in the foothills of the Valley of the Moon, under California's largest eucalyptus trees.

How to get there: Go east on East Napa Street. Cross railroad tracks, turn left into Old Winery Road. Follow to end, 2½ miles from Sonoma Plaza.

Buena Vista Vineyards

The Haraszthy Cellars

Telephone WEBster 8-2424

Sonoma, California

*To all of you, our Festival Guests
from far and near, all of us say*

WELCOME

"All of us" means everybody in The Valley of the Moon . . . everybody from Sears Point to Kenwood. For this Vintage Festival of ours is truly a whole-community affair.

"All of us" especially means The Sonoma Valley Chamber of Commerce . . . which was responsible for the Festival when it was revived, after a lapse of years, 16 years ago . . . stepped aside to a position of "co-operator" when a separate citizens' group was formed . . . then took the responsibility again, last year, when other former leaders were not available.

"All of us" includes the Officers of the Chamber . . . R. H. "Bob" Brown, President; Talbert Bean, Vice President; Robert DeBruycker, Treasurer; and Lois McVeigh, Manager and Secretary; as well as all the other Directors . . . Dr. Hugh Burrell, Donald F. Canevari, Robert Clifford, Kenneth Clewett, Roswell Cochran, Col. John Cotton, Dr. Robert Dowd, Foy Dodson, Helen Fernandez, O. M. "Mel" Larson, Jack Merritt, I. S. Shainsky, Richard St. Laurent, Ronald Duer, Dr. B. Von Morgan, and Cecil Tinder . . . plus all the members of this unique, Valley-wide community service organization, scattered throughout the Valley.

It especially includes the members of the Chamber's Vintage Festival Committee . . . Patrick Doyle, Chairman, and Members Kenneth Clewett, Hudson Auberlin, Colonel J. V. Thebaud, and C. J. Denne.

Finally, the list of those who bid you welcome includes the members of other Valley Service Clubs which have so generously taken over responsibility for certain Festival events and projects, and the public-spirited citizens throughout the Valley who have headed committees or otherwise rendered service beyond the call of duty. We can't possibly list them all, but we ARE listing some Project Chairmen and co-operating clubs which may not be listed elsewhere in this program. They include . . .

Art Exhibits.....Sonoma Valley Art Center
Crafts.....Helen Clary
Children's Concessions.....Mrs. C. M. Peterson
Flower Show.....Valley of the Moon Garden Club
Blessing of the Grapes.....Young Men's Institute
International House
Students.....Soroptimist Club
Parade.....Louis Pellandini,
Harrison Churchill, Frank Pensar

Fiesta Way.....C. J. Denne
Window Displays.....Sonoma Valley
Women's Club
Program—Advertising.....Col. J. V. Thebaud
Program—
Art Director.....Col. E. G. "Morie" Morrison
Program—Editor.....Roswell Cochran
Country Store.....Senior Citizens
House and Garden Tour.....Soroptimist Club

To these and other volunteers who have contributed so much, the Sonoma Valley Chamber of Commerce extends a sincere vote of thanks. And to you, our honored guests, we say again: "Welcome to the Valley of the Moon. We hope that you will come back and see us again . . . often".

1882

Mrs. Celeste G. Murphy

1962

Although she passed away on May 10th of this year, the spirit of Mrs. Celeste G. Murphy, who until her death was a bridge between the old and the new in Sonoma, lives on in many ways. Nowhere is her posthumous influence more strongly felt than at the Vintage Festival, which she helped found many years ago.

Mrs. Murphy spent most of her life in Sonoma and had an abiding love for her historic home town. As a newspaperwoman — she and her late husband, Walter L. Murphy, published the Sonoma Index-Tribune for 35 years — she worked hard for civic and cultural projects of all kinds.

As an accomplished historian, she illuminated the colorful and romantic past of this old city in her glowing *"The People of the Pueblo"*. She was also the author of the Mission Pageant, which has come to be the top attraction of each Vintage Festival.

Mrs. Murphy spent most of her life chronicling Sonoma's past and present. After graduating from the University of California at Berkeley in 1901, she became assistant editor of the Index-Tribune under her father, H. H. Granice.

Later Granice purchased the San Rafael Independent, then a weekly, and sent his daughter there to manage it. Under her guidance, the paper became a daily.

When her father died in 1915, Mrs. Murphy and her husband took over the Index-Tribune. Through the news columns and in her widely read editorials, Mrs. Murphy fought equally hard for the preservation of historical landmarks and for Sonoma Valley's progress.

In 1937, the Murphys moved into the Barracks Building, an old Sonoma landmark which originally housed General Mariano Vallejo's troops. They remodeled the rambling adobe and filled it with many priceless mementoes and treasures from Sonoma's past.

Here they entertained their wide circle of friends, which included community oldtimers and state and national figures. Here they lived until both passed away this year.

From the balcony of the Barracks Building, the Murphys and their friends watched many a production of the Mission Pageant. The warm spirit of old-style hospitality exemplified by these departed pioneers still lives, especially at Vintage Festival time.

Program of Events

SATURDAY, SEPTEMBER 29

- 10 a. m. through day and evening** Fiesta Way and Junior Fiesta Booths, Sonoma Plaza.
Art Exhibit—Adobe Drug Courtyard.
- 10 a. m. - 9 p. m.** Community Center, 276 E. Napa St., Sonoma:
Art Exhibit, Flower Show, Country Store, Handicraft Exhibit.
- 10 a. m. through day** Wine tasting and tours through Sonoma Valley wineries.
- 10 a. m. - 6 p. m.** An opportunity to visit historic shrines: Mission San Francisco Solano; General Vallejo's Home; Jack London Historical State Park, Glen Ellen, and many others.
(See suggestions in the program.)
- 11 a. m.** Blessing of the Grapes—Traditional ceremony at the Mission.
- 1 p. m.** Children's Parade—Theme for costumes:
"19th Century Sonoma Valley Settlers".
- 3 - 4 p. m.** Band Concert—Sixth Army Band from San Francisco.

Sonoma County Produces the Finest Wines

The history of wine-growing in the Valley of the Moon marks its beginning with the founding of the Mission San Francisco Solano de Sonoma by Padre Jose Altimira, and the planting there in 1824 of cuttings from vines brought from Lower California by Fr. Junipero Serra. Today, a century and a quarter later, 13,625 acres of the finest varieties of wine grapes, valued at 16 million dollars, pay the farmer 2 million for his crop and employ approximately 2,300 workers the year around in the production of 5 million dollars worth of wine.

**SONOMA COUNTY
WINE GROWERS' ASSOCIATION**

Program of Events, Continued

- 8 p. m. Vintage Festival Pageant—Mission Courtyard.
9 p. m. Festival Hop (Teen-agers' Dance) at
 Veterans' Memorial Auditorium, Sonoma.

ALL DAY AND EVENING

Stroll around and view our store windows everywhere, decorated to represent historical episodes, exhibit antiques and other memorabilia of all kinds.

Many historic adobe buildings and hotels around the Plaza.

Food and refreshments in the Plaza, Community Center, hotels and restaurants.

Also, beautiful "Mission Belles" will be almost everywhere to act as hostesses.

SUNDAY, SEPTEMBER 30

- 10 a. m. through day and evening Fiesta Way and Junior Fiesta Booths, Sonoma Plaza.
10 a. m. - 9 p. m. Community Center, 276 E. Napa St., Sonoma:
 Art Exhibit, Flower Show, Country Store, Handicraft Exhibit.
10 a. m. through day Wine tasting and tours through Sonoma Valley wineries.
10 a. m. - 6 p. m. Historic shrines: Mission San Francisco Solano; General Vallejo's Home; Jack London Historical State Park, Glen Ellen, and many others.
11 a. m. Chicken Barbecue, Community Center (Adobe Grange). Open to the public.
12:30 - 3:45 p. m. Railway excursion from Bay Area to Sonoma. Sponsored by Pacific Coast Chapter, Railway & Locomotive Historical Society.
1:30 - 5 p. m. Folk Dancing—Sonoma Plaza.
3 p. m. Band Concert—Petaluma Municipal Band.
7 p. m. Vintage Festival Pageant—Mission Courtyard.
7:30 p. m. Folk Dancing—Veterans' Memorial Building, Sonoma.

ALL DAY AND EVENING

Approximately the same opportunities for strolling and dining, but with closing hours somewhat earlier—and a suggestion that Sonoma's "Church of your choice" will no doubt have someone ready to welcome you, should you drop in, before you end this Festival visit, and make your plans for another one next year.

THE BLESSING OF THE GRAPES



This is the traditional, reverent and picturesque ceremony during which the grape harvest is blessed by a spiritual descendant of Padre Jose Altimira, founder of the Mission San Francisco Solano, who performed this ceremony 139 years ago.

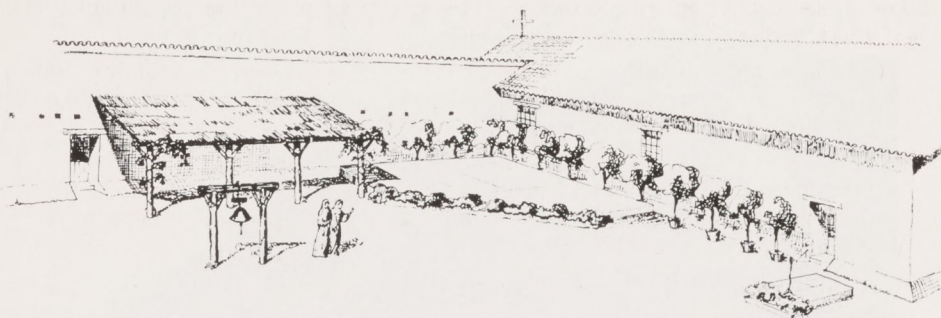
The ceremony, which is the official opening of the Vintage Festival, takes place at 11 a. m., Saturday, September 29th, in the Mission Courtyard. Pageant players, singers and dancers will take part. The Mayor and other civic dignitaries will greet the visitors.

The Blessing

O God, who for the welfare and happiness of mankind, didst create the fruits of the earth, we pray and beseech Thee that Thou wilt deign to look upon our friends and orchards and vineyards and continue to bring them in due season to blessed maturity.

We thank Thee for the richness of our soil in this Valley of the Moon, for the springs of water and for the rain, for the heat of the sun which swells the plants in the freshly cultivated fields, beautiful to the eye and promising a rich harvest, and for the grape clusters telling us of Thy bounty. May we be ever grateful to Thy many favors. May we bask in the warmth of mutual sincerity and grow into a lasting trust and love of Thee.

Amen.



Mission San Francisco Solano de Sonoma Pageant

For 16 years, The Mission Pageant, written for the Vintage Festival by our beloved late Celeste G. Murphy, has been shown to thousands of visitors to the Valley of the Moon.

This year the Pageant has, without a change in the original script, been "wrapped in music". Opening with an historical overture, the play moves through the numerous scenes with background music to fit the particular mood. Earle Wright, the Musical Director, has written three original songs for the vehicle. "Seven Moons Has My Valley" was first sung at the 1960 Festival and has been placed in the Pageant. "The Song of the Bear Flaggers" and "Vintage Time in Sonoma" were written by Earle Wright especially for this production. Earle's musical career began in Berkeley at the age of six. Since that time he has been identified in show business in the Bay area, both professionally and in amateur works.

The Pageant Director, Barney Gould, born in Sonoma County, is outstanding as a director. He has been the author of many of the San Francisco Press and Union League's annual "Rib Roast" (comparable to the Gridiron Show produced annually at the Press Club's frolic in Washington, D. C.). Barney was Director for the Gold Rush Centennial, producing old-time theatricals in the Plaza in San Francisco. His professional career in the theater goes back to the days of the Ferris Hartman shows, both in Oakland and San Francisco. In working with the Pageant, his suggestion for the scenic effects brought our Valley architect, R. Stuart Johnston into the fold. "Stu" as he is affectionately called, drew up the plans for the stage and scenery which is placed this year in the court yard of the Mission, rather than on the street side, as in previous years.

The lighting and costumes, fresh and exciting, have been furnished by Stagecraft Studios in Berkeley. Mr. Carol P. Aronovici, manager of the Studios, himself an able veteran of the theatre, will direct the lighting effects.

Many of the original cast will participate. Such well-known Sonomans as Ralph Hotz as Father Altimira, Pat Doyle as Padre Lorenza Quijas and, of course, R. R. Emparan, grandson of Vallejo and his lovely wife, Julia, will again be together as General and Mrs. Vallejo. Charles Henderson, now a resident in Napa, and formerly director of the Pageant, is the narrator. The always willing

worker, Cecelia Shegog, grand-niece of General Vallejo, is the consultant. Her many years in the Pageant work has made her indispensable.

As a community effort, the cast represents a cross-section of the Valley of the Moon. Our Sonoma Valley Chorus, whose vocal and theatrical ability has thrilled us through the years, is heard in the solo and choral sequences throughout the show.

So, for the sixteenth time in as many years, come with us, your friends and neighbors, as we bring back memories of early days in Sonoma—as early as 1823.

EPISODE I

Padre Jose Altimira, a Franciscan friar of great ambition, desired to found a chain of Missions in Northern California to convert and civilize the Indians, just as had Father Junipero Serra in the south. He was not encouraged by church authorities but won the consent of Governor Arguello of California because of the deterrent effect the establishment might have on the Russian colony established in 1812 on the north coast of what is now Sonoma county.

SCENE 1

(Time: 1823)

Padre Altimira plants the Cross and founds the Mission San Francisco Solano de Sonoma in the presence of Mexican soldiers who raise the flag of Mexico upon Sonoma's soil.

The padre invites the Indians to put on their tribal dancing, thus hoping to impress the heathens with their part in the Mission's founding and its implication.

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SCENE 2

(Time: 1824)

Dedication of the Mission in this then lovely wilderness. Russian colonists come down from Fort Ross bearing gifts from the altar, and to witness the ceremony.

SCENE 3

(Time: 1828)

Padre Altimira has been successful, converted many Indians and planted large acreage to grapes, fruits and flowers. Despite his efforts he received little or no encouragement or protection from the Mexican authorities.

The Mission settlement is threatened by wild Indian tribes, so the Padre, chiding himself on material success, decides to leave his loved Mission and eventually returns to his native Spain.

EPISODE II

(Five Years Later)

The Mission vines come into bearing and Padre Lorenzo Quijas, successor to Padre Altimira, celebrates the grape harvest. After the blessing of the grapes, the Mission Indians put on their harvest dance.

Padre gets warning that savage Indians may attack the Sonoma Mission and destroy it. He implores Divine protection.

EPISODE III

Mission influence wanes and Governor Figueroa of California sends General Mariano Guadalupe Vallejo to secularize the Mission settlement, found the pueblo of Sonoma, build barracks and lay out the plaza.

BEST WISHES TO THE VALLEY OF THE MOON VINTAGE FESTIVAL



LOUIS M. MARTINI

ST. HELENA, NAPA COUNTY, CALIFORNIA

The Pageant Continued

Scene opens with Gen. Vallejo interesting himself in the success of Sonoma's grape production. He has invited friends and notables to a wine tasting party, the **first vintage from Mission San Francisco Solano grapes**.

Russian royalty from Ft. Ross, including the niece of the Czar, Princess Helena, and her husband, Count Rotcheff, are invited to the festivities. Vallejo's ally, Chief Francisco Solano, and other Indian chiefs are present. Solano plots against the Russians, while secretly admiring the beautiful Princess.

Following entertainment by the colonists, Chief Solano disappears and after the Russians leave and as Spanish music is being played, the Indian Chief Solano suddenly reappears and confronts Vallejo, vowing vengeance on the

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Saturday Night Orchestra

The Pageant Continued

Russians. The Indian is again the savage and is girded for war. Vallejo restrains him, promising to drive the Russians from California forever. He immediately hastens to the rescue of Count Rotcheff and the beautiful Russian Princess Helena, circumventing the Indian plot.

General Vallejo takes official action, delivers his ultimatum to the colonists, thus ending Russia's dream to possess California.

EPISODE IV

Americans, incensed over Mexican General Castro's threats to drive all Yankees out of California, descend upon Sonoma June 14, 1846, pull down the Mexican flag, place General Vallejo under arrest and make and raise their Bear Flag, emblem of the California Republic, which they hoped to establish.

EPISODE V (26 Days Later)

Sonoma under the American Flag.

SCENE 1

When the United States Navy sailed into Monterey bay and took possession of the capital, the American Flag was raised and Lt. Jos. Revere was dispatched to Sonoma where he raised the Stars and Stripes in the presence of Mrs. Vallejo, wife of the General, and Mrs. Rosalia Leese, sister-in-law of the General.

SCENE 2

General Vallejo's success in grape growing and wine making in Sonoma Valley attracts the attention of Count Agoston Haraszthy, a Hungarian nobleman

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Sonoma

who seeks freedom and opportunity in America. The Haraszthy family arrive in Sonoma and are given a welcoming party by the Vallejos and the townspeople. Memories of old Hungary are visioned and stirred by old country dancing.

SCENE 3

(Time: July 4, 1862)

Haraszthy, like Vallejo, achieves great success. He highly improves his Buena Vista acreage, planting it with grapes and building extensive cellars.

Sonoma Valley vineyardists gather on the street in the Mission courtyard July 4th to discuss their crops and working conditions in the vineyards. General Vallejo and Count Haraszthy learn of the romance that will unite the families.

SCENE 4

(Time: June 1, 1863)

The double wedding processional of Jovita and Natalia Vallejo and Attila and Arpad Haraszthy follows the nuptials at the Mission church. Music and rejoicing, introductions, congratulations, a memorable toast, chorus numbers and dancing.

Grand finale and end of Pageant.

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BEST WISHES FOR A SUCCESSFUL VINTAGE FESTIVAL

From

MARIE MERLO AND STAFF

Pageant Cast

Padre Jose Altimira.....Ralph Hotz
 Padre Lorenzo Quijas.....Pat Doyle
 (a Mexican Padre)
 Gen. Mariano Vallejo.....R. R. Emparan
 Francisca Carillo Vallejo
 (His Wife).....Julia Emparan
 Vallejo Children.....Mary Gooch, Karen Doyle
 Capt. Salvador Vallejo.....Sherman Walker
 Chief Solano, Vallejo's ally.....Vince Dold
 Princess Helena,
 Niece of the Czar.....Nancy Hamiter
 Count Alexander Rotcheff.....John Hamiter
 Russian Priest.....Eugene Mathieu
 Don Timeteo Murphy, Major
 Domo of San Rafael.....Laurence Dunbar
 Lieut. Ford of
 Bear Flag Party.....Peter Kiser
 Lt. Jos. Revere, U.S.N.....George Angove
 Mrs. Rosalia Leese.....Dorothy Pingree
 Count Agoston Haraszthy.....Ralph Hamiter
 Mrs. Haraszthy.....Eleanor Berto
 Arpad Haraszthy.....James Loftus
 Attila Haraszthy.....Gerald Cooper
 Natalia Vallejo.....Linda McGarr
 Jovita Vallejo.....Shirley Churchill
 Rev. Father Deyaert.....Pat Doyle
 Louis Adler.....Henry Primbsch
 Ortega.....Mike Doyle

Juanita.....Zoe Dwinells
 Solo Dancer.....Maclovio Ruiz
 Indian Group.....Grayce Woll
 Soldiers, Sailors, Russians, Townspeople,

Bear Flag Party, Chinese, Indians:
 Bob Smith, Jim Gilliam, Bob Steel,
 Keith Parker, Kermit Parker,
 Roland Webb, Helen Parker, Linda Parker,
 Peg Dunbar, Jessie Warren,
 Barbara Smart, M. Webb, Fred Jenner,
 Ruth Warren, Robert Blair,
 Lorraine Taylor, Donna Viviani,
 Susan Moddison, Rusty Gooch, Ann Loftus,
 Sharon Howlett, Ted Hurd, Nancy Harmon,
 Bonnie Hurd, Marjorie Crews,
 Jessie Graham, Dave Berto, Jane Grecian,
 Mike Paskow, Louise Paskow,
 Lynne Hamiter, Laurel Hamiter,
 Ken Doyle, Kathy Doyle, Bill Bihn,
 Margaret Bihn, Joyce Walling,
 Ruth Clifford, Alice Ackerly,
 William Ackerly, Evelyn Gregory,
 Evelyn Ashworth, Ruth Harris,
 Lee Cranke, Ray Hansen, Ken Blair
 and Boy Scouts of Troop 40, plus other
 people appearing in the cast whose
 names were not available for this
 program at press time.

Production Staff

Director.....Barney Gould
 Musical Director.....Earle Wright
 Sound Engineer.....Marvin Campbell
 Costumes.....Cecilia Shegog

Lighting Effects.....Carol Aronovici
 Narrator.....Charles Henderson
 Architect.....R. Stuart Johnston
 Contractor.....Talbert Bean

Our special thanks to all of the above, as well as to Cliff Bisbee, Superintendent of Sonoma Monuments, Stagecraft Studios of Berkeley, Sonoma Valley Community Chorus, Sonoma Valley Hoedowners, June Schaal Dancers, and Boy Scout Troop No. 40.
 THE PAGEANT COMMITTEE

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Dances of All Nations

As in the past, two gala Folk Dance Festivals are presented, this year, for your enjoyment. There is **no admission charge** to either program.

The first is an **afternoon program**, 1:30 to 5 p. m., Sunday, September 24th, in the northwest corner of the Plaza. The other is an **evening program**, 7:30 p. m. that same evening at the Veterans' Memorial Building. There is no charge for either event.

Squares: Miserlou, Milanova Kolo,
Beautiful Ohio, Kohanashka,
California Schottische, Das Fenster,
Blue Pacific Waltz, Polca Mexicano

Squares: Teddy Bear Blues,
International Waltz,
Baile da Camacha,
Armenian Miserlou,
Blue Bell Waltz, Mascando Chiquite,
Brandiswalzer, Grosser Achterrum

Exhibitions: Mexican Waltz,
Caballito Blanco, Square Tango,
Zillertaler Laendler, Karagouna,
Hof Brau Haus Laendler,
Anniversary Two Step,
St. Bernard Waltz

Squares: Neopolitan Tarentella,
Canadina Barn Dance, Marklander,
Corrido, To Tur, Macadonca Kolo,
Siamsa Beirte, Rainier Waltz

Sonoma Golf and Country Club

Cocktails

Swimming

PICNIC GROUNDS

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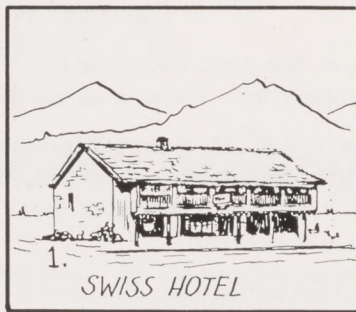
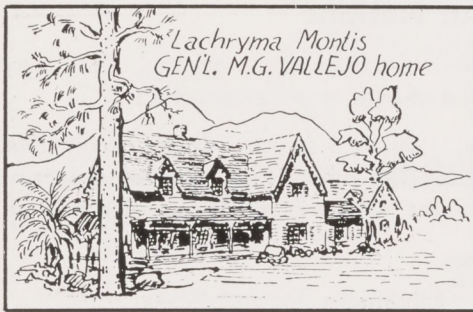
E. Parducci

Valley of the Moon Wines

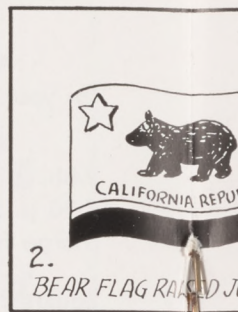
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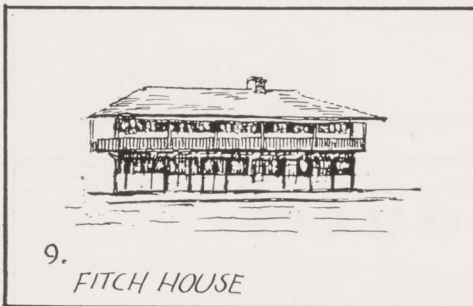


EL DORADO HOTEL

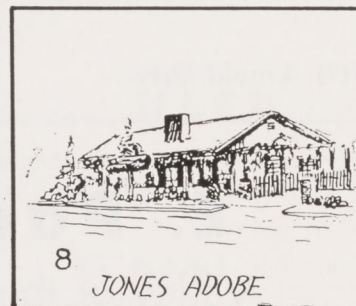


SALVADOR VALLEJO ADOBE

The historic buildings in the Sonoma Plaza area rank among the Country's most interesting, and best preserved. Here was built the last of California's Missions. Here was the home of General Mariano G. Vallejo, Mexico's forward-looking Military Commandant. Here were planted America's first vintage grapes; and here the old-world art of fine winemaking was first introduced.



FITCH HOUSE

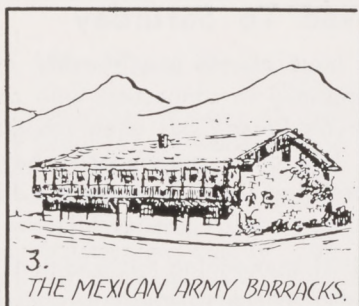


JONES ADOBE

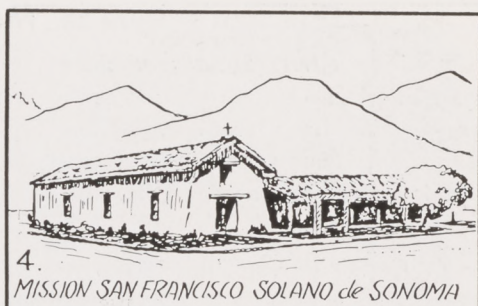


NASH-PATTON

These are only a few of the most important historic sites in the Valley of the Moon. There are many other landmarks, resorts and recreation centers you'll surely want to visit. Many of these are located in the charming communities of Boyes Springs, Glen Ellen, El Verano, and Kenwood. If you don't get to see them all on this trip, there'll be a hearty welcome awaiting you on your return.

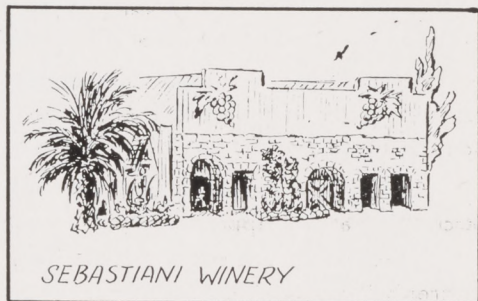
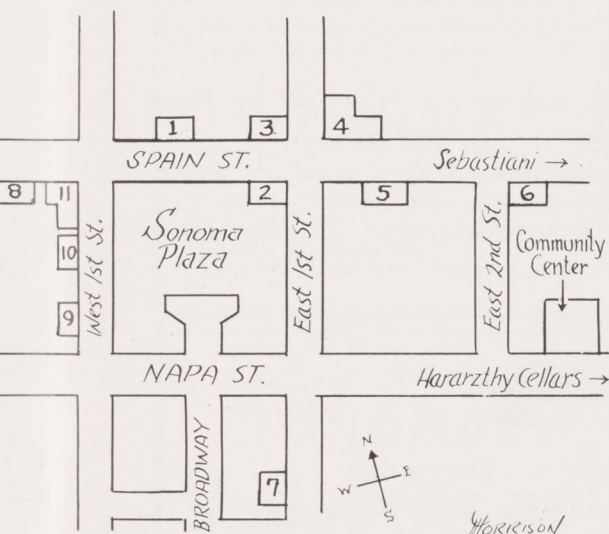


3.
THE MEXICAN ARMY BARRACKS.

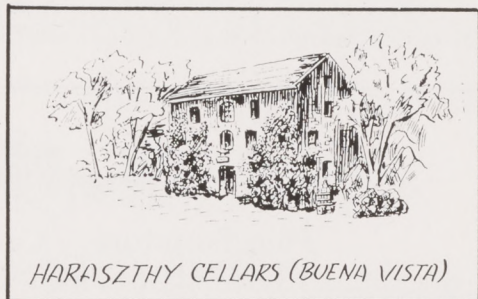


4.
MISSION SAN FRANCISCO SOLANO de SONOMA

SONOMA'S HISTORIC LANDMARKS



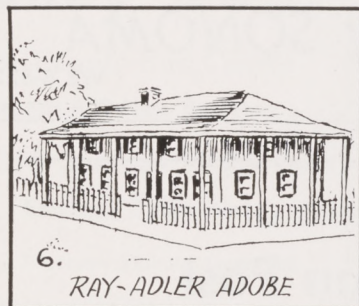
SEBASTIANI WINERY



HARASZTHY CELLARS (BUENA VISTA)



-PATTON ADOBE



6.
RAY-ADLER ADOBE



5.
BLUE WING INN

We hope you'll drop in soon at the Jack London Historical State Park in Glen Ellen. Here you may visit a museum filled with memorabilia related to the famed author. You may also inspect the ruins of his Wolf House.

Other must-see attractions in the valley are the Boyes Hot Springs health resorts, the Hanna Center for Boys, and the Sonoma Golf and Country Club.

Children's Parade Moved To Saturday

In planning Sunday programs, we have always made every effort to avoid interference with Church services—especially in connection with children's events. For that reason, our annual Children's Parade has been scheduled for 1:00 p. m. But unfortunately, costuming and other preliminaries have been starting earlier and earlier. Results: a protest, last year, from quite a few ministers and churches.

Certainly, we could not possibly think of abandoning this traditional event, which is so appealing to our guests, and also means so much to our children. So, this year, it is moved forward to Saturday—starting at the Community Center at 1 p. m., and circling the Plaza about an hour thereafter.

Admittedly, this works a hardship on Plaza merchants. So many mothers busy on prime shopping day, plus the traffic congestion involved—but they are cooperating as a public service.

To our local people (and our visitors too), we say: Please tell our Plaza merchants that you appreciate their forbearance and cooperation.

Yes, there are many people who deserve credit for the success of the Children's Parade. They include: Louis Pellandini, Harrison Churchill, Frank Pensar, Jack Merritt and the entire Vintage Festival Committee, consisting of Pat Doyle, Col. Joseph Thebaud, Ken Clewett, Hudson Auberlin and C. J. Denne.



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Yes, We Have Royalty

Presenting her Majesty Queen Pamela Crow (or, as General Vallejo would have said, La Reina); the pride of our Sonoma Valley High School, who was named, last Spring, "Miss Sonoma County", and was a prominent contestant for the title "Maid of California".

Pam will serve as Queen of the "French Vintage Ball" and, with our charming Mission Belles, will help to welcome Festival visitors. The names of the "Belles" are as follows:

Sherry Thomsen, Maureen Patrick, Marie Rosebrough, Virgie Cosins, Jan Cader, Lynn Lennon, Fay Schuerman, Chris MacLennan, Linda Russell, Charlotte Nath, Pat McCloskey, and Lisa Allen.



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Whiskers, Costumes and Decorated Store Windows, Too

We hope that you will see quite a few of the former two, as you stroll thru Sonoma Plaza and our Community Center area. If so, credit it to a spontaneous effort upon the part of our "home-folks" (and, we hope, some visitors) to recreate an early-California atmosphere.

If there are not as many as you like to see, blame it upon modesty, self-consciousness, or inability to produce a satisfactory hirsute adornment, plus the fact that available costumes of the early days have been loaned for use in Sonoma's **Store Windows**.

And, by the way, **give most credit** for the interesting windows that you will see, to the merchants themselves; but save **some credit** for Sonoma Valley Woman's Club, Mrs. Fred Houser, Project Chairman, assisted by Mrs. Morten Simonsen.

Where To Eat?

Our Valley is famous for its fine restaurants. You will find several in and near Sonoma . . . and others in El Verano, Boyes Hot Springs, Glen Ellen and up Kenwood way. And, in addition to the regular restaurants, several Fiesta-way booths are offering snacks or even rather substantial food service, and desserts . . . not to forget the Adobe Grange Barbecue, featured elsewhere in our program.

Obviously, you can't try them all on Festival Week-end. But, remember . . . we're expecting you back-often.



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A Festival "Must" - The Community Center

Most Vintage Festival events are located in or near Sonoma's Historic Plaza, but some very important ones are to be found in, or just back of our Community Center, 276 East Napa Street.

These include the 11th Annual Flower Show, both Saturday and Sunday, sponsored by the Valley of the Moon Garden Club (this year, featuring a Children's, as well as an Adult Division). Mr. Edward Schoeller is President of the Garden Club and Mrs. Cecil Ritz is in charge of the flower arrangements. Coffee and sandwiches will be served.

Also, in the Community Center, you will find one of the Festival's two Art Exhibits (the other, by courtesy of Mrs. John West, is in a garden back of the Adobe Drug Store.) Mr. John Rich, President of the Sonoma Valley Art Center is Chairman.

Not to forget the always-fascinating Handicraft Exhibit headed by Helen Clary, assisted by Geraldine Graves, Mrs. Mike Paskow, Mrs. Robbie Roberts and Mrs. Joseph Del Secco.

And, in back of the Center Building, the Adobe Grange will again serve a mouth-watering Barbecue, starting at 11 a. m. on Sunday.

Teen-Ager Dance

No, the younger generation has not been overlooked, in planning this year's Vintage Festival activities. Saturday night, September 29th, 9 to 12 p. m. teen-agers will dance to the music of "The Chancellors," at Veterans' Memorial Building. A coke bar will be a feature. Mrs. Oliver Del Ponte is the chairman and chief chaperone.

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The Sonoma Valley Chorus

The Sonoma Valley Chorus has taken part in the Vintage Festival for over a decade. It is comprised of local residents who sing together for the joy of sharing their talent with the community. Traditionally, they present the "Messiah" during the Christmas season, and give a musical spring production. Especially noteworthy have been their presentations of the "Mikado" and the "Gondoliers."

The chorus is one of many vital musical groups in this part of the State, and with other groups adds significantly to the cultural activity in the Valley of the Moon. This year, instead of a separate performance in the Plaza, the chorus is contributing importantly to the Festival itself.

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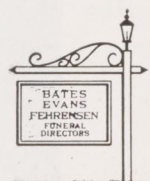
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A Tradition of Over 83 Years of Service to Families of all Faiths

We want to take this opportunity to express our appreciation to all who have helped, and are helping to make this Sonoma Valley Vintage Festival of 1962 the best ever. Our traditions are a basic foundation of the joy of living in the present.

Jane and Gail Fehrensen



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"Look, Mom! A Passenger Train In Sonoma"

Junior may well exclaim, for Sonoma saw its last passenger train in 1941. But our Valley will see another one Sunday, September 30th, as a result of a unique excursion promoted by the Pacific Coast Chapter of the Railway and Loco-

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motive Historical Society. The excursion will be in honor of the twenty-fifth year of the founding of the Society. The train will include, as part of its rolling stock, the old-time observation car "El Dorado."

The train, which should arrive at Sonoma's Northwestern Pacific Station at 12:30 p. m., will be met by our Festival Queen and Mission Belles, as well as Sonoma's famous German "Sauerkraut" Band, and passengers will be escorted to the Plaza. Departure time is 3:45. Help us, please to make them welcome!

Incidentally our Valley's passenger-trainless state of recent years contrasts greatly with conditions of the early days. Our Valley was served, in times past, by a monorail steam railway, a three foot narrow gauge, and two competing standard gauge lines.

In 1875 a prismoidal, or one rail steam railway, was constructed between Wingo and Schellville in this Valley. Then followed the narrow gauge Sonoma Valley Railway connecting Sonoma and Glen Ellen to San Francisco, first via steamer from a spot known as Sonoma Landing, and later by meeting the Donahue broad gauge railway at Ignacio.

In 1887, the Southern Pacific Company constructed its Carquinez branch through this Valley connecting Napa Junction with Santa Rosa. A few years later the narrow gauge railway was converted to a standard gauge line and made a part of the San Francisco and North Pacific Railway. The San Francisco and North Pacific Railway later formed a part of the Northwestern Pacific and this latter line, together with the Southern Pacific Company, served this Valley and the resorts therein for many years.

Each competing railway ran two trains in each direction each day plus excursion trains on holidays. The resort owners used specially constructed horse-drawn buses to meet the trains and pick up patrons.

**As a former resident
of Sonoma, I would like
to wish every one a most
pleasant and successful
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Grand Ball Honors Our Twin City

If you are reading this program **before Friday night, September 28th**, there is still time for you to plan to attend the Grand Costume Ball (costumes optional), on that night, at Sonoma's Veterans' Memorial Auditorium.

Civic activities will start at 8 p. m., the guests of the City of Sonoma being the French Consul General in San Francisco and many members of the French Colony. Dancing will start at 9 p. m., to the music of Ralph Rawson's orchestra, and a midnight buffet supper will follow. All this for only \$3.00 per person!

While not an official part of the Vintage Festival, (it is sponsored by Sonoma's Mayor Sal Gomez and the City Council), our Vintage Festival Committee highly recommends it, especially as it celebrates the "twinning" of Sonoma and our Valley with Chambolle-Musigny, France; a partnership in which we have had a part, along with the City Officials.

If you did not get the news in time, we are sorry that you missed it.

Have You Attended Our House Tours?

From 500 to 600 people do so, each year.

Last Spring's tour included a wine-tasting stop at the candle-lit cellars of Buena Vista Winery; a wine-cookery lunch served by Festival Hostesses; and visits to four Valley homes; those of Mr. and Mrs. Martin M. Mulford, Mr. and Mrs. Louie Minelli, Col. and Mrs. Norris M. L'Abbe, and Mr. and Mrs. Hudson Auberlin.

The Soroptimist Club of Sonoma Valley handled all details of the Tour as its service project of the year, and it was, as usual, an outstanding success.

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Don't Miss The Railroad Photographic Exhibit

You will find it across from the Plaza, on Spain Street. As in the case of the "Sonoma Express" Excursion, we are indebted to the Railway and Locomotive Historical Society for it.

Incidentally, Robert Parmelee, prominent local attorney, who includes historic railroads among his hobbies, urges that you contribute to the completion of this photo exhibit, if at all possible, by submitting photos or postcards of railway trains or stations to him at Box 7, Sonoma. He and the Society will greatly appreciate your cooperation.

Pageant Grandstand Tickets

As you will know if you have read this far, the Pageant has outgrown its locale in front of the Mission, and is to be staged in back, within the courtyard wall. That means that Grandstand Tickets will be more than ever in demand.

To be safe, better get them in advance, at the Chamber of Commerce Office, across from the Plaza, or at the Chamber's Information Booth, in the Plaza. The price, while they last, is \$1.00 for Adults, and 50c for Children under 12. First come, first served.

Art Exhibits

As noted elsewhere, artists of Sonoma Valley and surrounding areas, participate in the Vintage Festival for the tenth time this year, with work displayed in two locations. Paintings, sculpture and other fine arts are exhibited in the Community Center, 276 E. Napa Street, and (through the courtesy of Mrs. John West) in the garden back of the Adobe Drug Store.



Congratulations on your continued success in presenting beautiful Sonoma Valley at its best through the Vintage Festival.

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Why Our Valley's Name?

This excerpt from "California's Valley of the Moon," the new book by Madie Brown, former Curator of the Vallejo State Historical Monument, gives an answer.

"Padre Altimira (who founded our Mission in 1823) discovered that the Indians called the Valley SONOMA after their chief. The native Californians in the early days spoke of the "Valla de la Luna." Some have thought that Sonoma meant moon; the somewhat crescent shape of the Valley might have suggested that phase of the moon. Still others have thought that Sonoma Valley received its sobriquet (the Valley of the Moon) because in riding through the Valley, the moon appears to rise several times when passing the different hills."

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If you find this program helpful, give most of the credit to the local companies (plus some most welcome firms in nearby counties) who have made it possible. Without them, it could not have been printed; certainly not as a "souvenir program."

Patronize them when you can . . . and be sure to say that you saw their advertisement here.



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